

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314873-1	10/21/12	October 2012	10/01/12 - 10/21/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
919 Prince Street
Alexandria, VA 22314

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Advertiser	Product	Estimate Number
Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	604

Flight Dates	Order #	Alt Order #
10/18/12 - 10/21/12	314873	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/18/12	10/21/12	M-F 10-11a	10-11a	---11--	:30	2	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---11-- 2 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/18/12 10:53 AM M-F 10-11a 10-11a :30 BOGTV12003REVHD \$475.00 NM 2 WPTV F 10/19/12 10:29 AM M-F 10-11a 10-11a :30 BOGTV12003REVHD \$475.00 NM									
2	10/18/12	10/21/12	M-F 12n-1p	12-1p	---11--	:30	2	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---11-- 2 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/18/12 12:30 PM M-F 12n-1p 12-1p :30 BOGTV12003REVHD \$425.00 NM 2 WPTV F 10/19/12 12:21 PM M-F 12n-1p 12-1p :30 BOGTV12003REVHD \$425.00 NM									
3	10/18/12	10/21/12	M-F 6-630p	6-630p	---11--	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---11-- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/18/12 6:15 PM M-F 6-630p 6-630p :30 BOGTV12003REVHD \$1,800.00 NM 2 WPTV F 10/19/12 6:12 PM M-F 6-630p 6-630p :30 BOGTV12003REVHD \$1,800.00 NM									
4	10/18/12	10/21/12	Su 8-9a	8-9a	-----S	:30	1	\$1,075.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$1,075.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/21/12 8:49 AM Su 8-9a 8-9a :30 BOGTV12003REVHD \$1,075.00 NM									
5	10/18/12	10/21/12	SU 10-11am To the Point	10-11am	-----S	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 10/21/12 10:15 AM SU 10-11am To the Point 10-11am :30 BOGTV12003REVHD \$425.00 NM									

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Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	604

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/18/12	10/21/12	Su 6p	6-630p	-----S	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$850.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su 10/21/12 6:29 PM Su 6p 6-630p :30 BOGTV12003REVHD \$850.00 NM									
7	10/18/12	10/21/12	SU 5-6am News	5-6a	-----S	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su 10/21/12 5:09 AM SU 5-6am News 5-6a :30 BOGTV12003REVHD \$100.00 NM									

Total Spots 10 Gross Total \$7,850.00

Payment Terms 30 Days

Agency Commission \$1,177.50

Net Amount Due \$6,672.50